1963-04-24
The News Virginian (p.1)

Community Tv Antenna Construction Due Soon

Construction of a community television antenna system here by the Jefferson Cable Corp. of Charlottesville is expected to be started by late May, company president Robert A. Monroe has announced.

Jefferson Cable last year was granted a franchise by City Council for operation of the system here. The company within the last two months completed a similar system in Charlottesville.

Mr. Monroe said that engineering surveys have been conducted in the Waynesboro area for the last several months to determine a site for the company's antenna tower. A site has been selected on Bear Paw Mountain, about four and one-half miles east of the city, for the facility.

The company president said surveys indicate that 10 strong television signals can be obtained at the Bear Paw Site. He said that in all probability, eight good station signals will be offered to cable customers in Waynesboro.

First phase of the construction program will be erection of a 100-foot tower on which 10 antennas will be located, Mr. Monroe said. Then, the actual cable will be strung into the Waynesboro area. Home connections will be made directly to the cable.

Although no cost estimates have been made on the program here, Mr. Monroe said initial costs are thought to run in the neighborhood of $100,000.

He pointed out that his company hopes to begin offering service in Waynesboro by the middle of August. Subscription rates for cable service are expected to be $4.50 per month, with a one-time hook-up fee of $9.

Mr. Monroe emphasized that the cable service in no way affects conventional antenna usage by residents of the area in which it is used.

Advantages of the cable, he said, include stronger signals, which not only give better black and white pictures, but also provide good color television.

Stations expected to be offered by the company in Waynesboro include Richmond, Petersburg, Roanoke, Lynchburg, Harrisonburg and Washington, D. C.

1963-08-13
The News Virginian (p.1)

One of First 12-Channel Tv Systems Set Here

An entirely new concept in television will be introduced in Waynesboro with the completion of a community antenna system by the Jefferson Cable Corp. of Charlottesville, City Council was informed last night.

Discussing the planned community antenna system during a regular meeting of Council, corporation President R. A. Monroe said Waynesboro will have one of the first 12-channel antenna systems to be constructed in the nation. And, he commented, all eyes will be on Waynesboro to determine the feasibility of the system.

In addition to nine regular television channels, and an FM band, Mr. Monroe said the Waynesboro antenna system will boast three additional channels which will be used strictly for local purposes.

These will include a "downtown channel," which will allow residents to view "live" happenings in the downtown business district; an "information channel," which will provide the time, local temperature, weather news, or background music, and a service channel, which may be used to pipe programs into schools, community interest programs, adult education programs, etc.

Regular channels to be provided area residents include 3, 4, 5, 6, 8, 9, 10, 12 and 13, Mr. Monroe stated.

Requesting an extension of the date for which television service through the system was to have started in Waynesboro, Mr. Monroe informed council that "technological advancements" have caught up with the community antenna program.

He pointed out that a new aluminum coated coaxial cable will be used in the Waynesboro system instead of copper coated cable which was used in the system recently completed by Jefferson Cable in Charlottesville.

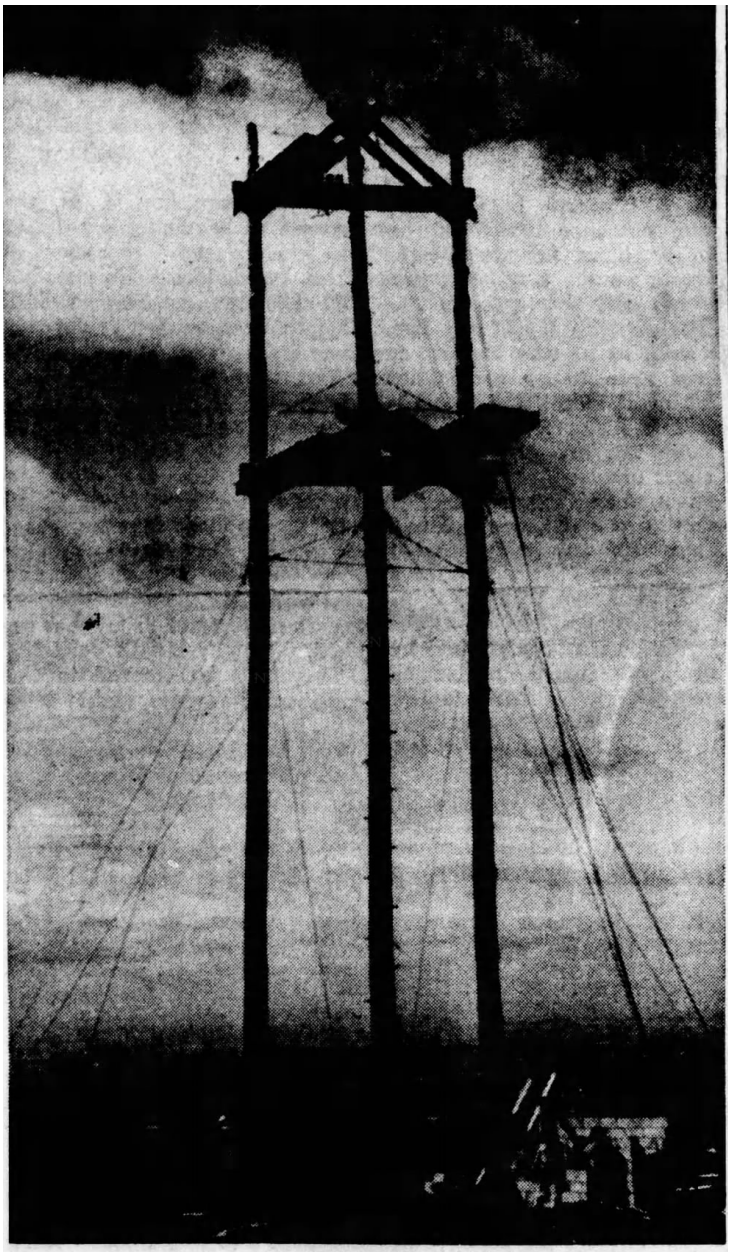
Delivery of the new type cable is not expected until September, Mr. Monroe stated, thus service to the city cannot feasibly be started in late October as was originally expected. A franchise granted the company last October stipulates that service be started within a one-year period.

Council is expected to grant an extension of time to allow the system to be completed.

Mr. Monroe stated that the system includes a receiving tower which will be built on Bear Den Mountain, plus hundreds of thousands of dollars worth of electrical equipment.

The aluminum-coated coaxial cable will carry the television signal from the tower to homes in Waynesboro.

1963-11-12
The News Virginian (p.1)



MAIN TOWER — This tower has been erected on Bear Den Mountain by the Jefferson Cable Corp. as a "base" for 15 antennas planned for a community television antenna system in Waynesboro. The service is expected to be available in some areas of the city by the middle of December, with complete service to be offered about Feb. 1.

—(News-Virginian Photo)

1963-11-12
The News Virginian (p.1)

Community Antenna System To Be Activated Next Month

A Jefferson Cable Corp. community television antenna system is expected to be activated in Waynesboro in mid-December, company President R. A. Monroe told The News-Virginian today.

Mr. Monroe said the main tower for the system has been installed on Bear Den Mountain (east of the city) and antennas are expected to be installed this week. Also, a heavy coaxial cable to carry television signals into the community now is being installed.

The official said that 15 television and FM radio antennas, ranging upward to 10 by 35 feet in size, will be installed on the main tower. Each of the antennas is of a specific design to pick up the particular wave length of various channels.

Mr. Monroe said cable has been strung from the mountain tower into the valley and is now within a mile of the city.

The coaxial cable being used is a new three-quarter inch aluminum type — termed one of the best on the market, Mr. Monroe said. He pointed out that one span of cable is an uninterrupted 900 feet in length, one of the longest spans in the east.

In addition to the "outside work" being done, Mr. Monroe said Jefferson Cable has established an office at 417 Delphine Ave., which will serve as a central base for the company.

Nine Channels

With the completion of the system, Mr. Monroe said Jefferson will offer nine commercial television channels, including channel 3, Harrisonburg; channels 4 and 5, Washington; 6 and 12, Richmond 7 and 10, Roanoke, 8, Richmond-Petersburg and 13, Lynchburg.

In addition to the commercial channels, FM radio will be available, plus local service channels.

Mr. Monroe said that after the first service are is activat

(Turn To Page 2, Col. 3)

ed in the city next month, the company will continue to open new areas of about five blocks each throughout the city.

Service is expected to be extended to all areas of the city by about the first of February, Mr. Monroe said.

Local engineer for the company is James Sowell.

1963-12-11
The News Virginian (p.14)

Plant Leased For Cable Office

The Jefferson Cable Corporation has leased the former Seven Up Bottling Plant Building at 417 N. Delphine for its Waynesboro office.

The President of Jefferson Cable, Robert A. Monroe, said the building will be large enough to house a permanant display of cable tv services, and also can be used as a studio to provide local tv services to cable subscibers. In addition, it will be used as a maintanance headquarters for operations in both Waynesboro and Charlottesville.

1965-05-11
The News Virginian (p.1)

Tv Cable Completion Date Here Set For September

The Jefferson Cable Corp. hopes to have television cable installation in Waynesboro completed by September and will offer the Waynesboro public schools a free closed circuit to show filmstrips and other audio-visual aids.

That was reported by Robert A. Monroe, president, at last night's meeting of City Council.

Mr. Monroe said the company changed its method of financing to permit it to hire construction crews to put up the cable as soon as pole clearances can be obtained from other utility companies. Formerly the work was done piece-by-piece.

The engineering has been completed already, he said.

The Charlottesville schools are considering the use of the cable to implement classroom instruction, he said, and he urged that the local School Board consider such a program.

The corporation will be able to televise as many as three or four pieces of material to the schools at once, he said. Thousands of films are available for school use, he went on, and teachers will be able to schedule these for their classes by calling a control center.

He added that the Apple Acres area is mapped and engineered, leaving only pole clearances to go before the cable can be installed. This should be in by the first of July, Mr. Monroe said.

Other priority areas are those which were promised cable by the company in December: the Maupintown section and Jefferson Park and Wayne Hills.

Recent installations have taken the cable onto Jefferson Ave., Cherry Ave., Monticello, Mt. Vernon and W. Main Sts. and Westminster Ave., he reported.

Few Requests

The company is not planning to move immediately into the B St. area because there are so few requests, Mr. Monroe said, adding that there is a small group on N. Delphine Ave. which wants the cable, however, not enough people appear to be interested there.

Ronald Davis, president of the Lyncourt Terrace Association, said that he had a list of 37 of the 77 residents between Lyndhurst Rd., Meadowbrook Rd., the Country Club and the city limits, who want cable. He turned the list over to Mr. Monroe and urged that City Council see that the installation is completed promptly.

1965-05-11
The Roanoke Times (p.14)

Assurance Given On Cable TV For Waynesboro

By LEE BUTCHER
Times Staff Writer
Shenandoah Valley Bureau

WAYNESBORO—Waynesboro will be blanketed with a television cable network by September, the president of the Jefferson Cable Corp. told city council here Monday night.

Robert A. Monroe appeared at council's request after being under fire by Waynesboro residents who have complained about the progress of the cable network.

The cable company has revised its financial structure to finish the project "all in one big gulp," Monroe told council. He said the only thing that would delay progress would be difficulty in getting pole clearances.

Monroe added, however, that Waynesboro utility officers have cooperated and he expects no difficulty.

Ronald Davis, representing a Lynhurst area organization, criticized past progress and urged council to see that the company lives up to its contract.

Monroe also offered use of the cable for local educational television programs. He said three or four programs could be broadcast simultaneously to the schools under an arrangement the company has.

The spokesman said he expects to meet with school board officials in the near future to discuss the project.

Council also introduced an ordinance removing city schools from the jurisdiction of the State Pupil Placement Board. The move was requested by the Waynesboro school board which voted to drop the state plan last month.

Waynesboro City Atty. Carter Allen said pupils will be placed by the city if the state plan is dropped. Pupils will probably be placed by the school board under a city plan, he said.

The ordinance sets June 1 as the date to drop the state placement program.

A revision to existing parking ordinances was also introduced at the meeting, but met with considerable opposition from councilman S. Y. Austin.

The ordinance makes it illegal to park a car on the side of a street facing traffic. Austin said he walked four blocks in a residential area last week and noted half the cars would be parked illegally under the ordinance.

The councilman said he "didn't think it advisable" for the city to clutter the books with ordinances which "would make unintentional lawbreakers" out of many citizens.

The ordinance was introduced last month but council sent it back for revision after Austin objected to certain portions. He said then that it should not apply to residential areas.

Councilman Roy J. Kemp said Monday he thought the ordinance already existed. But if not "we should get in line with the rest of the nation on parking," he said.

Kemp said a penalty should be tacked onto the ordinance because "the only time people pay attention to traffic laws is when somebody pats their pocketbooks," he said.

If approved the ordinance will be effective Sept. 1.